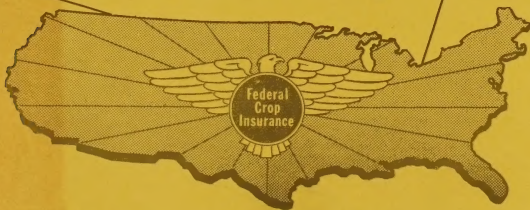


# CORN SALES HANDBOOK

FEDERAL CROP INSURANCE PROGRAM

FEDERAL CROP INSURANCE IS GOOD BUSINESS  
FOR THE FARMER AND FOR THE NATION.  
YOU RENDER A SERVICE TO BOTH WHEN YOU  
GET THE FARMER TO PROTECT HIS INVESTMENT  
AGAINST UNAVOIDABLE RISKS.  
YOU WILL CONTRIBUTE TO THE SUCCESS OF  
YOUR COUNTY CROP INSURANCE PROGRAM TO THE  
EXTENT THAT YOU INCREASE UNDERSTANDING OF  
IT AND ACTUAL PARTICIPATION IN IT.

*Charles F. Brannan*  
SECRETARY OF AGRICULTURE



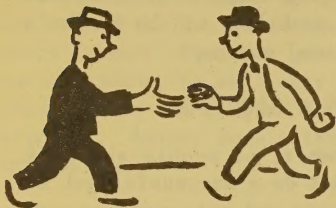
UNITED STATES DEPARTMENT OF AGRICULTURE  
FEDERAL CROP INSURANCE CORPORATION  
SEPTEMBER, 1949



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## YOU RENDER A VALUABLE SERVICE



Federal Crop Insurance fills a basic need. It protects the money and labor that the producer invests in crop production against loss from causes beyond his control.

You perform a valuable service each time you persuade a producer to sign an application for a Crop Insurance policy. Your contribution to the success of the County Crop Insurance Program will be the number of producers whose crop investments are protected due to your efforts. You should urge every producer to invest in this protection for it is an investment in security. The dollar spent for crop insurance is the most important dollar that the producer invests in his operating costs because it protects the others.

Federal Crop Insurance is the only protection of its kind available to farmers. It is backed by the Federal Government in order to meet a need that has existed and been recognized since farming began. Through it, the producer can add a basic principle of good business -- protection of the investment to his operations. It provides protection comparable to that which has long been available to businessmen through private companies and is considered an essential part of business operations.

The service that you render goes beyond the producer and his family. Crop Insurance not only protects the well-being of the farm family, but

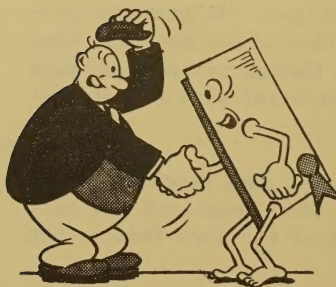
cushions the impact of crop failure on the local business community, the stability of the Nation's agriculture and the national economy.

## YOU CAN DO A GOOD JOB

There are very few farmers, or people who work with farmers, that cannot do a successful job of explaining crop insurance and obtaining signed applications from many of those contacted. If you sincerely want to do a good job and are willing to put forth the effort necessary, you will get good results.

A good job of farming or anything requires work and usually some extra effort at the start to get the job under way properly. Selling Crop Insurance is no exception to the general rule and the good workers stand out just as prominently as in farming or anything else. Start out with the idea of getting signatures early. Almost without exception counties fail to do a good job when they put off sales contacts until near the closing date. Past experience shows that outstanding salesmen were those who started making their sales contacts early.

## KNOW THE PROGRAM



Crop Insurance is an easy program to explain as you will learn by reading through this Handbook. You need to know the answers to questions about the provisions of the policy that producers may ask.



When you understand crop insurance, there is no doubt that it is a sound business proposition for every farmer. When you give the farmer this same understanding, he will want its protection. Most criticism of the program is due to lack of understanding. Answer such criticism with the correct information.

As you read through your Handbook underline all the points that the prospect should know. Then go through the Handbook a second time and put a double underline under those points that you need to explain to the producer after he signs, such as reporting a loss, etc.

## THE POLICY PROVIDES PROTECTION

A Crop Insurance policy provides protection of the crop investment with the farmer paying a premium for this protection against the unknown -- against what can happen to any crop any year that crop disaster strikes.



Crop disaster can strike any farm. It may not but it can. Like other insurance, Crop Insurance protects against what might happen. It is a program of protection and the individual who considers it in terms of his chances of collection does not understand the purpose of insurance.

You should recognize when you start that some people will not sign an application the first time

that you explain the program to them. They want to think it over. Get back and see these people soon and give them a little more encouragement toward making a sound investment in security -- spending the most important dollar that they can put into their operating expenses. Many of these you will actually have sold the first time and just need to go back and get their signatures. Leave every prospect with the realization that you know that every year many farmers suffer crop failures for the first time, so you naturally regard it as good business to protect the crop investment every year.

### UNDERSTANDING IS ESSENTIAL

**GOSH, I NEVER THOUGHT  
OF IT THAT WAY BEFORE!**



You should not expect prospects to sign applications until you have fully explained the program so that they have a clear understanding of what it offers them. Your success will not depend upon any special selling techniques, but simply upon how well your prospects understand

the opportunity that you have to offer them and how many prospects you contact.

It is the wrong approach in making a sales contact to ask a prospect whether he is interested in crop insurance. It isn't a fair question. People aren't interested in something that costs them money unless they understand its value. The first

step is to get your prospect to understand what you have to offer. He doesn't have a chance to give you an intelligent answer until he does understand. Don't let the man who doesn't want to understand upset you. Tell him that you have a responsibility to explain the program to him but you'll make it very brief. Point out that only a few minutes will be needed and your conscience will be clear in the event that crop disaster should strike his crop. Give him a general outline and then work out the coverage and premium for his operations. Never forget that you do every producer a favor if you give him understanding whether he signs or not.

### YOU ARE A KEY MAN

The kind of a job that you do is the biggest single factor in the building of a successful Crop Insurance program in your county. Few problems arise in servicing contracts that have been properly sold. The policyholder will get exactly what he has bought. You are the one who tells him what he buys. Tell him so he has no chance to misunderstand.

Coverages and premium rates have been established on a per acre basis by areas in the county. An area includes that land on which there is reasonable uniformity of production and risk of loss and all land in the same area has the same coverage and premium rate. The applicant MUST be furnished correct information regarding his coverage and premium. This will not be difficult when his land all lies in one area, but it will require careful attention to accurately inform the producer who has land in two or more areas. The county office will provide you with the means of determining the coverage and premium for different farms.

You should present the coverage and premium on an insurance unit basis. Although the coverage and premium rate are quoted on a per acre basis, protection is by insurance units. The producer should know the acreage forming an insurance unit and the coverage and premium for the unit to have a clear understanding of his protection.

### REMEMBER

You can do a good job only if you understand Crop Insurance and put forth the necessary effort. Don't leave a prospect without asking him to sign his name on an application. You do him a favor if he signs so you should be aggressive in trying to get his signature.

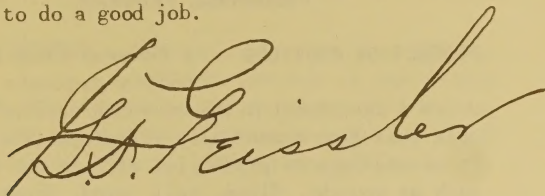
You have a specified amount of protection that you can offer the farmer. Don't let him confuse crop investment protection with last year's big crop or his average yield. Sell him investment protection on its own merits. To improve his business position, every farmer should protect his crop investment against the many production risks that he can't control as long as the crop is under the open sky.

The following pages contain an explanation of the major program provisions and some suggestions for presentation. Study these and the policy and get answers from the county office on any points that you do not understand.

If you are sold yourself, you can sell others because you will be able to give them understanding.



How many signed applications you obtain will depend upon the effort that you are willing to make in order to do a good job.

A handwritten signature in cursive script, reading "G. F. Geissler". The signature is written in dark ink and is positioned above the printed name.

G. F. Geissler, Manager  
Federal Crop Insurance Corporation

## PROVISIONS OF THE CORN CROP INSURANCE PROGRAM

**PROTECTION PROVIDED**      A Federal Crop Insurance policy protects the producer's investment in the corn crop against unavoidable loss from essentially all production hazards. It covers loss of production of corn due to causes such as drought, flood, hail, wind, frost, winter-kill, lightning, fire, excessive rain, snow, wildlife, hurricane, tornado, insect infestation and plant disease.

The protection begins at the time the corn is planted and continues until harvest.

It is protection against the production risks that man cannot control. It does not, of course, cover losses resulting from avoidable causes such as neglect or poor farming practices.

**WHO MAY INSURE**      A landlord, owner-operator, or tenant may file an application to insure his interest in the corn crop. When the application is accepted a Federal Crop Insurance policy will be mailed the producer. Each individual must apply for insurance in order for his share in the crop to be insured.

Generally only one application from a person is necessary. An application signed in an individual capacity will also cover the applicant's interest as a co-owner and as a joint-operator. In these cases each interested person should file a separate application. However, in the case of a person who desires insurance on farms operated by him in an individual capacity and also on farms operated by him in a representative or fiduciary capacity (agent, administrator, executor, guardian, etc.)

or on other farms operated by a partnership in which he is a partner, separate applications must be filed.

**ACREAGE INSURED**      The policy will cover all insurable acreage in the county in which the insured has an interest in the crop at the time of planting. Only acreage for which a coverage and rate have been established is insurable.

Even though a coverage and rate have been established, there will be no insurance on (1) any acreage planted to corn which is destroyed or substantially destroyed before it is too late to replant and is not replanted, and (2) any acreage planted to corn too late to expect to produce a normal crop.

The Corporation reserves the right to limit the insured acreage to the corn allotment or permitted acreage for the farm.

**INSURANCE UNITS**      While one policy covers all of the insured's farming operations in the county, whether he has one farm or several farms, losses are settled separately on each insurance unit. In determining the acreage which constitutes an insurance unit, it is necessary to consider producers in three groups -- owner-operator, landlord or share tenant.

Land rented for cash or for a fixed commodity payment is considered as owned by the lessee. Here is the way to determine insurance units.

- (1) *For an owner-operator*, all insurable acreage in which he has 100-percent interest in the crop is one insurance unit. (An applicant could have only one unit of this type.)

- (2) *For a landlord*, all insurable acreage owned by him and rented to one share tenant is one insurance unit. (A landlord would have as many units of this type as he has share tenants.)
- (3) *For a share tenant*, all insurable acreage owned by one person and operated by the share tenant is one insurance unit. (A share tenant would have as many units of this type as he has landlords.)

Find out the producer's intended farming operations so that you can determine how many insurance units he has and can explain his coverage for each.

**AMOUNT OF COVERAGE**      The county office will furnish you lists or maps from which this information can be obtained. Insofar as possible you should know the three stages of coverage for the prospect's farm before you begin your talk with him so that you can be specific regarding the protection available to him without allowing your presentation to suffer a cooling off period while you are looking it up.

In determining the insurance units for his operation, you have also learned the number of acres of corn he intends to plant and his interest in the crop. Work out the coverage for each insurance unit. The maximum protection for an insurance unit will be the coverage per acre (third stage) multiplied by the number of acres to be planted and by the interest in the crop.

Point out to him how his coverage increases in three progressive stages as his investment in the crop increases. The three stages are:



*First stage* - Acreage which is released and planted to a substitute crop.

*Second stage* - Acreage not to be harvested and not planted to a substitute crop, or released and fed to livestock in the field.

*Third stage* - Acreage harvested or to be harvested.

The stage of production reached by the corn for any acreage determines the coverage applicable to such acreage.

Remember, Federal Crop Insurance protects all or a major part of the investment -- it insures production costs, not profit. Protecting what is invested is good business.

**PREMIUM** Federal Crop Insurance is actually available to producers at less than cost since the administrative expenses of operating the program are provided by Congress to make it possible for farmers to have this needed protection which is not otherwise available to them. Premiums are used only to pay losses to insured producers.

All premiums paid by county farmers which are in excess of losses paid in the county are credited to the county and favorable experience over a period of years will lower the cost of this all-risk protection. By incorporating the experience in the county in the premium rates periodically, the actual operation of the program in the county determines the rate.

Figure out your prospect's premium on the basis of his intended acreage. The premium is determined by multiplying (a) the insured acreage, by (b) his interest in the crop, by (c) the premium rate.

## PREMIUM REDUCTIONS



(1) There is a percentage reduction in premium when the insured acreage for an insurance unit is 50 acres or more. Figure this reduction from the table on page 18.

(2) A 5 percent discount will be allowed the insured provided he files his acreage report and pays his premium by June 30. If the insured does not take advantage of the 5 percent discount, his premium will become due on August 15, which is the maturity date of the premium note.

(3) The insured may, through *continuous participation*, receive a 25 percent reduction in premium for good experience when (1) he has had seven consecutive insured corn crops (preceding the current crop year) without a loss for which an indemnity was paid, or (2) his accumulated balance of premiums over indemnities for consecutively insured crops including the current crop year exceeds his total coverage (harvested acreage basis). That's why it's very important that the insured keep his policy in force every year. He collects

an indemnity when crop failure strikes and he gets the cost of his protection reduced if crop failures miss him.

(4) A minimum reserve requirement is established for the county and when the county reserve exceeds this requirement, the surplus will be returned to county producers who were policyholders the previous year through an adjustment in premium in direct proportion to the amount of surplus, ranging from a minimum adjustment of 5 percent to a maximum adjustment of 30 percent in any year. Farmers insured under the county program benefit as a group and individually from good loss experience.

The crop insurance premium is deductible as a farm operating expense on a farmer's income tax return. You may want to stress this point to some producers as it will reduce the net cost of this protection by the percent of his income tax bracket. For some people this will mean a substantial saving. Show him how much this might affect the actual cost to him.

## LOSSES

NEXT!



An indemnity is payable if the value of the total production for an insurance unit is less than the total coverage. A check will be issued to the insured promptly after the loss claim is approved.

The amount of loss for an insurance unit is determined by multiplying the insured acreage by the coverage per acre and subtracting the value of the total production. For 1950 any actual or appraised production will be valued at the 1949 county loan rate. The insured's indemnity is determined by multiplying the loss for the insurance unit by his interest in the crop.

Total production on an insurance unit includes (1) all corn harvested on the unit, (any corn remaining in the field after harvest) and any appraised production for acreage still to be harvested, (2) for acreage released in the first stage, only the appraised production that is in excess of the coverage, (3) for acreage released in the second stage, only the appraised production that is in excess of the difference between the coverages in the second and third stages, and (4) corn lost from causes not insured against, such as neglect or poor farming practices.

Explain that a crop insurance policy provides "quality" protection. If any harvested corn is not eligible for a CCC loan because of quality and cannot be put in condition for loan, not all of this corn is counted as production. The amount which is counted is determined by dividing the value of the poor corn by the county loan rate. An indemnity will be paid if the value of all the production is less than the coverage.

Tell the producer who has signed an application that loss reports should be made to the county office in writing. Advise him that any material damage to the insured crop must be reported immediately after the damage occurs and that a loss must be reported immediately after harvest is completed. Caution him that damaged corn acreage



must not be put to another use until it is released in writing by an adjuster and that he should request such release through the county office.

**NOTE:** Corn may be used for silage or fodder without a release providing a number of representative rows are left for appraisal by the adjuster.

## OTHER IMPORTANT POINTS

*Term of Contract* - The contract continues in force for each crop year until cancelled by the insured or by the Corporation. Either party may cancel the contract effective for any crop year on or before March 31. The majority will want their corn investments protected every year so that they will have the protection if crop disaster strikes. With this contract it will not be necessary to make a new application each year in order to have Federal Crop Insurance protection. If changes are made in the contract the insured will be advised of these changes in advance of the cancellation date.

*Collateral Assignment* - The original insured may assign his right to any indemnity as collateral for a loan or other obligation by executing Form FCI-20, "Collateral Assignment", and filing it at the county office. A Federal Crop Insurance policy will make any producer a better credit risk since it may provide the necessary security to enable him to obtain financing. This feature can be stressed to good advantage as a selling point... from the standpoint of both the producer and the lending or credit institution.

*Transfer of Interest* - The transferee may have protection under the insured's contract if he executes a transfer of interest form at the county office within 15 days after the transfer occurs.

The original insured continues to be liable for any premium due on the acreage and interest transferred if it is not paid by the transferee.

*Hail Insurance* - The amount of a Federal Crop Insurance indemnity will not be reduced because the farmer also carries hail insurance. Hail insurance and Federal Crop Insurance are not competitive. Hail insurance covers only the one risk, while Federal Crop Insurance covers essentially all unavoidable risks.

## FILLING OUT APPLICATION

### PREPARATION OF FORM

The applicant's name should be printed in the space provided at the top of the form exactly as it is signed. If you follow the very good practice of filling out the form before you urge the producer to sign, you will want to ask how he signs his business papers.

Enter the date of the applicant's signature in the space provided. You should sign as witness to the applicant's signature.

Enter in the box at the bottom of the application information as to the location of the farm(s) of the applicant or his headquarters and his telephone number if he has one. This information is for future use in servicing the contract and should be such that it will assist an adjuster in locating the farm(s) or the place where the applicant can be contacted. *This does not mean that the insurance is limited to these farms.*

## SIGNATURES

Applications should be signed with indelible pencil or ink and *must be handwritten*, not printed. Signatures should include at least one given name, an initial, if any, and the surname.

When a person signs in a representative capacity he must show (1) the name of the principal for whom he is acting, (2) his own signature, and (3) the capacity in which he signs.

Following are some examples of signatures correctly affixed:

1. *As an individual:*

- a. John T. Smith
- b. J. Thomas Smith
- c. Mary L. Smith

2. *As agent:*

- a. John T. Smith, by Henry O. Brown,  
Agent
- b. Smith and Jones, a partnership, by  
George E. Miles, Agent

3. *As member of partnership:*

- a. Smith and Jones, by John T. Smith, a  
partner

The above types of signatures cover most cases. If you should obtain an application with a signature that you are doubtful about, call this to the at-

tention of the county office. Should you need additional information regarding the correct manner of affixing a signature, you may obtain it at the county office.

### YOUR SALES REPORT

You are required to make regular reports of contacts and sales to the county office on the form that they furnish you.

Information needed for your sales report includes (1) name of each person contacted, (2) date contacted, (3) if application is signed, the number of insurance units covered, and (4) if application is not signed, brief reasons why and whether you will re-contact him.

### PREMIUM REDUCTION TABLE FOR SIZE OF ACREAGE

The following table shows the amount of reduction in annual premiums where the insured acreage on an insurance unit is 50 acres or more:

ACREAGE	PERCENT REDUCTION
0 - 49.9	0
50 - 99.9	2
100 - 149.9	4
150 - 199.9	6
200 - 249.9	8
250 - 299.9	10
300 - 349.9	12
350 - 399.9	14
400 - 449.9	16
450 - 499.9	18
500 - over	20





